

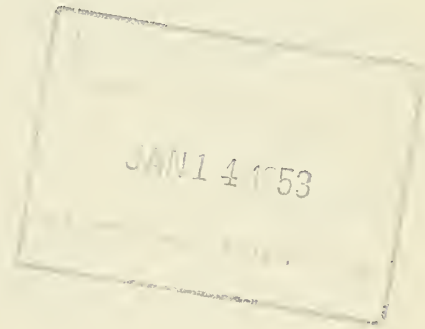
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NOVEMBER 1952

MARKETING ACTIVITIES



U.S. DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Washington 25, D.C.

GOVERNMENT AGENCIES COOPERATING TO CURB GRAIN LOADING DECEPTION

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Through a memorandum of understanding, PMA's Grain Inspection Division and the Food and Drug Administration have cooked up double trouble for persons "plugging" carloads of grain. Mr. Barr, chief of the Inspection Division explains the set-up.

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Mr. Cook of PMA's Fruit and Vegetable Branch explains a survey of potato production which shows that most of our spuds are grown by only a few farmers.

BETTER PRODUCE MERCHANDISING THROUGH WHOLESALE TRADING

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MARKETING ACTIVITIES

Vol. 15 No. 11

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A monthly publication of the Produc-
tion and Marketing Administration of
the United States Department of Agri-
culture, Washington, D. C. The print-
ing of this publication has been ap-
proved by the Director of the Bureau
of the Budget (March 28, 1950). Copies
may be obtained from the Superintendent
of Documents, Government Printing Of-
fice, Washington 25, D. C., at a sub-
scription price of \$1.75 a year (do-
mestic), \$2.25 a year (foreign), pay-
able by check or money order. Single
copies are 15 cents each.

Government Agencies Cooperating To Curb Grain Loading Deception

By Jason E. Barr

A double barreled program to eliminate the intentional deceptive loading of grain cars and thereby further enforcement of United States Grain Standards Act, is now in operation. It is being carried out through the cooperation of two Federal agencies, the Production and Marketing Administration, USDA, and the Food and Drug Administration, FSA.

Under the two-agency program, the relatively few shippers who "plug" freight cars of sound grain with unsound grain, screenings, or grain of lower market value are likely to find themselves deep in double trouble. Not only is this practice subject to action under the Grain Standards Act, but it also can lead to prosecution under the Food, Drug and Cosmetics Act for shipping an "adulterated" product in interstate commerce.

In setting up the program, the Grain Branch of PMA which administers the Grain Standards Act and the Food and Drug Administration had two basic objectives: (1) to curb a practice which makes it virtually impossible to correctly grade grain and (2) to bring to light violations which may be more effectively dealt with under the regulatory powers of the Food, Drug and Cosmetics Act. It is carried out under a memorandum of understanding, the second between the two agencies, by the way, and the latest of which has been in operation since 1949. This cooperative arrangement permits the grain inspection service to do a more effective job in its own field, and, in flagrant cases, turn violations over to the Food and Drug Administration for appropriate action. It is another part of the great job that has been done for years by USDA to assure fair play in interstate and foreign trade in grains.

In the days when our country was new, the marketing of grain involved only a simple transaction made by the old mill stream between the miller and the farmer. The vendor and the vendee concluded their deals with tranquil minds. The miller could plainly see the very grain he was buying and the buyer could plainly hear the miller's offered price.

But when the vast grain producing regions of our country opened up, pouring out a production far exceeding local consumption, the grower found his grain being sold on distant domestic markets -- New York, Seattle, Chicago, Minneapolis, and then in faraway Liverpool, Antwerp, Cairo and Bombay. It was then that the buyer and the seller of the grain found themselves beset by a number of downright difficulties when they ventured to make a deal.

Some time the Kansas seller of the grain was on the over enthusiastic side and presented such an appealing description of the grain he offered for sale that the buyer of the unseen lot was disappointed no end when the shipment arrived. Again the seller may have set out a very concise description of a very sound lot of grain. But the buyer may have taken a dim view of the shipment and agreed to pay only for a lower quality grain which he declared the shipment to be. These basic disagreements and scores of others ensued.

To lift the grain trade out of the morass of confusion and uncertainty in which the domestic and foreign markets found themselves, the U. S. Grain Standards Act was passed in 1916. Under this act the Secretary of Agriculture has established official standards for wheat, corn, barley, rye, oats, feed oats, mixed feed oats, grain sorghums, flaxseed, soybeans, and mixed grains. These standards apply to all such grains shipped by grade to interstate and foreign commerce.

A common language of trading is established by the Act; grades and inspection are uniform and dependable. Inspectors are employed by State agencies and grain exchanges. They are licensed by the Secretary and work under the supervision of USDA supervisory offices located at some 42 markets. Grades these inspectors certify for a given lot of grain are accepted as official and are used as a basis for all trading in that grain. It is important that they grade grain correctly.

The Grain Branch's understanding with the Food and Drug Administration is to go after shippers who attempt a touch of common fraud by putting a few layers of unsound grain, screenings, or grain of low market value on the bottom of the freight car or ships' hold and then covering the unsound grain with sound grain. Unsound grain usually is loaded deep down in the car and often concealed beyond reach of the metal 5-foot, double-tube, probe which the inspector inserts to withdraw a sample.

This results in an incorrect inspection and grading of the car lot and the issuance of an incorrect certificate of grade which is accepted by the grain trade as being valid evidence of the quality of the grain in the entire car lot. The presence of the unsound grain, screenings, or other low value grain when concealed at the bottom of the car is frequently not discovered until the car is being unloaded.

Any effort to discourage and prevent this type of violation appears to require the cooperation of the two agencies, since the Grain Branch has no power to arrest. Prompt action by field forces of both agencies is essential. Unless immediate action is taken by the district grain inspection supervisor and district Food and Drug Officers, seizure or other action under the Food, Drug and Cosmetic Act will be impossible.

District grain inspection supervisors who have been authorized to perform work under this plan report the pertinent facts to the Food and Drug Administration District headquarters office in the territory where the violation is encountered. The Chief of District of the Food and Drug Administration takes immediate action under the Food, Drug, and Cosmetic Act if in his opinion the facts presented by the district grain inspection

supervisor warrant such action.

Usually, cases called to the attention of the Food and Drug Administration are pretty clear-cut, with definite evidence of intent to deceive on a shipment of grain moving in interstate commerce.

While the Food and Drug Administration has full legal responsibility for the initiation and prosecution of actions arising because of such violations, the Grain Branch assists by furnishing such pertinent information as is available to it under the administration of the United States Grain Standards Act. Grain Branch employees, upon proper request, are available to testify in court actions brought under this program.

A second type of cooperation between the Grain Branch and the Food and Drug Administration is specifically directed at the mixing of grain which is musty and which contains a high percentage of damaged kernels with grain of milling quality. In cooperating with FDA, PMA's district grain inspection supervisors uncover shipments of musty or damaged grain and notify the owner or custodian that such grain is "unfit" for mixing with good quality grain.

During the 1951-52 fiscal year a total of 5,352 carlots of grain were declared to be unfit for mixing under this program. In each instance the Grain Branch notified the owners or custodians of the grain that, in the opinion of the Branch, it would be unlawful under the Food, Drug, and Cosmetic Act to mix the inferior grain with millable grain. The owners of the defective grain are requested to notify the Grain Branch of the disposition made of it. Such grain is diverted to livestock feed or commercial uses other than for food. In cases where the owner of the grain is dissatisfied with Grain Branch opinions, or does not cooperate in following Grain Branch recommendations, the case may be turned over to the Food and Drug Administration for action.

This program is supported by grain trade organizations such as Grain Exchanges, Boards of Trade and Chambers of Commerce, which were signatory to the original agreement some years ago. In some cases called to their attention, members are impelled by these organizations to conform to the warning notices issued by the Grain Branch and dispose of the unfit grain in channels other than for food purposes.

Under the program for the prevention of deceptively loaded cars of grain, the Food and Drug Administration may recommend prosecution, seizure or both. Seizure actions were taken during fiscal year 1952 against 3 carlots of wheat and 2 of corn. This compared to proceedings taken in 10 cases against 13 carlots during fiscal year 1950-51, all of which were wheat. In 3 of these cases which were prosecuted, fines were imposed. The other 7 cases were handled as seizures and the inferior grain was ordered separated from the good grain and disposed of for feed.

Wide publicity in trade channels is given the program and the prosecutions which result under it, with the aim that public attention also will act as a deterrent. The effect that the program has had in deterring shippers from deceptively loading inferior grain is difficult to measure. The falling off of prosecutions in 1952 may indicate some effect, however.

Potato Production Pattern

By A. C. Cook

Winston Churchill once said, referring to the Royal Air Force, that "never... was so much owed by so many to so few." The American potato, given Churchillian loquacity, might well pay the same tribute to the 5,078 farmers who produced 42 percent of the total U. S. potato crop in 1949.

The special study on potato acreage, yield, and production which contains this new and surprising information was made by the Bureau of Census at the request of the Fruit and Vegetable Branch, Production and Marketing Administration.

The figures show that 1,649,906 farms, or one farm out of every three, produced potatoes with an average of 1 acre of potatoes per farm. Only three-tenths of 1 percent of the farms raising potatoes (5,078 farms) had 50 or more acres in potatoes, yet they produced 42 percent of the total crop. The next largest classification, farms with 25 to 50 acres of potatoes, representing only one-half of 1 percent of the potato farms, produced 21 percent of the crop. So less than 1 percent of all farms growing potatoes produced almost two-thirds of the crop. Farms with less than 3 acres each comprised 96 percent of the farms, and produced less than 10 percent of the crop.

One reason, of course, why a few farms produced more potatoes is their larger potato acreage, but in addition to this, the yield per acre on the larger farms was 3 times as high as the farms having 0.1 to 3 acres of potatoes. Better cultural practices and better land account for the difference. For instance, farms with 25 acres or more produced 9 times as many potatoes as the 0.1-to-3 acres group even though their total potato acreage was only 3 times larger.

A 50 percent decline in the number of potato farms took place in the period 1934 to 1949--the number of farms dropped from 3,100,000 in 1934 to 1,650,000 in 1949. With the 19 percent reduction in acreage that occurred between the 1949 and 1952 crops, it is probable that the trend toward fewer farms has continued.

The average yield per acre has increased through the years. The 1899 yield of 84 bushels per acre was 3 times less than the yield of 228 bushels per acre in 1949. The yield in 1935 was only 122 bushels per acre and the most pronounced change has taken place since then. The record yield was reached in 1950, according to the Crop Reporting Board, Bureau of Agricultural Economics, when the acre average was 253 bushels, with only slightly smaller yields in 1951 and 1952.

The concentration of potato production in a few hands refutes the belief of an old pioneer in assembly line technique who remarked many years ago that he was not interested in farming because farm production could not be geared to mass production methods. He was born too soon. Potatoes are only one of several crops that farmers, with modern machinery, can and do produce on a large scale.

A copy of the report on the Bureau of Census study entitled "Potatoes--Summary of 1950 Census Data on Acreage, Production, and Yield, by Size of Farm," may be obtained from the Office of Information Services, Production and Marketing Administration, U. S. Department, Washington 25, D.C.

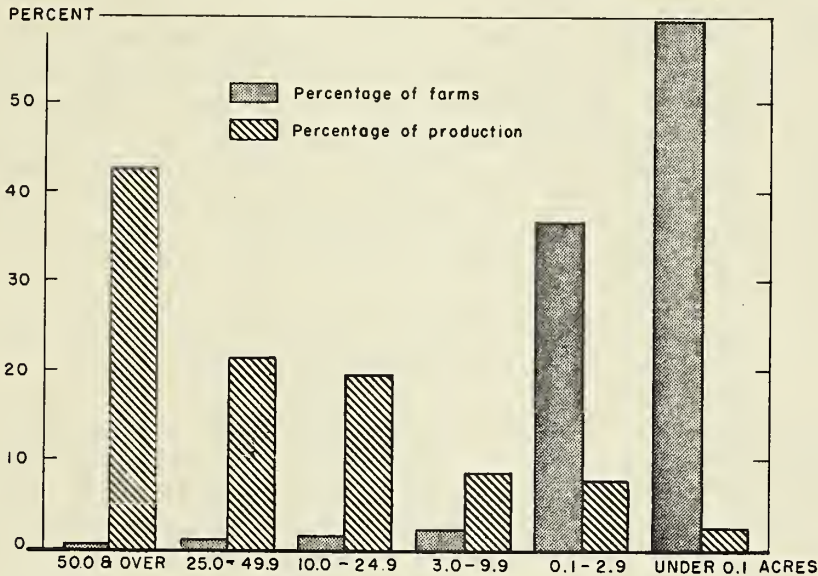


Figure 1. -- Percentage of farms in the United States growing potatoes and percentage of production, by size of farms, 1949

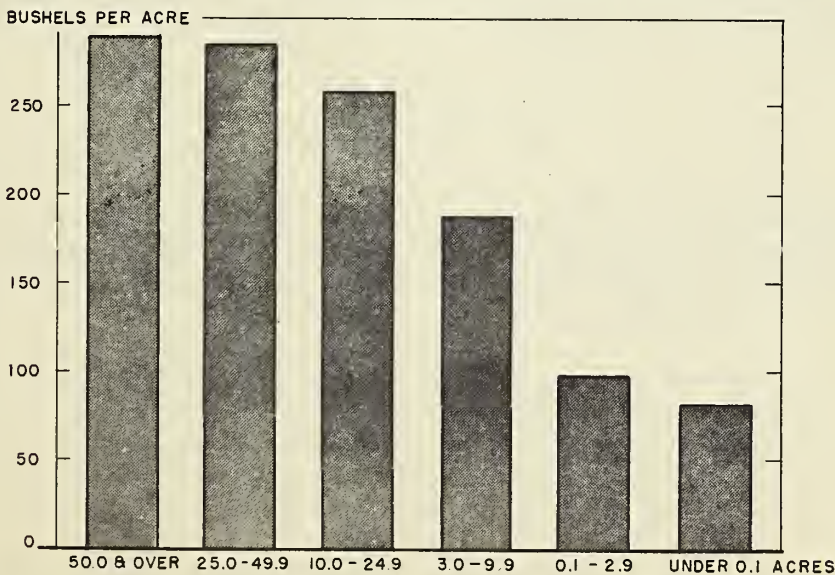


Figure 2. -- Yield of potatoes per acre, by size of farms, 1949.

Better Produce Merchandising Through Wholesaler Training

By Arthur E. Browne

Necessity again is proving to be the "mother of invention" as far as the development of new techniques to improve the merchandising of fresh fruits and vegetables is concerned. A new and integral part that has been added recently to the U. S. Department of Agriculture's program in this field is specialized merchandising training for produce wholesalers' employees. This training, which is being conducted under an Agricultural Marketing Act contract, ties in directly with the Department-sponsored retailer training program in the merchandising of fresh fruits and vegetables which has been in existence since November 1947.

Under this newest phase of the program to provide for better merchandising of fresh fruits and vegetables, wholesalers are schooled in methods which enable them to work continuously and efficiently with retailers in adapting to individual store conditions the practices taught in the retailer training classes. Further, it provides wholesalers with the merchandising "know-how" for effective participation in planned promotional programs of national scope for fresh fruits and vegetables.

Both the 1-day training classes for retailers and the training program for wholesalers are conducted under contract for the USDA by the United Fresh Fruit and Vegetable Association. The two programs are under the general supervision of the Fruit and Vegetable Branch, Production and Marketing Administration, USDA.

Results So Far

To date, as a result of this work, more than 60 produce wholesalers in as many cities in the United States are carrying on fresh fruit and vegetable merchandising programs based on this training; 31 as a result of participation in the training under contract; the remainder having been trained previously by the United Fresh Fruit and Vegetable Association during the developmental stages of the program.

These wholesalers are offering merchandising help to retailers that stimulates the movement of greater volumes of fresh fruits and vegetables and is economically advantageous to producers, wholesalers, retailers, and consumers. As the program advances it will reach an ever increasing number of wholesalers in many additional cities.

The training program centers on the establishment of a merchandising department within the organization of fresh fruit and vegetable service

wholesalers and the training of a merchandising manager, an employee of the wholesalers, to head the department. The cooperating wholesaler assumes the responsibility of maintaining the merchandising department after its establishment.

As in the case of the retailer training program, which was inaugurated in the fall of 1947, qualified instructors are provided to train the candidate from the wholesaler's organization, set up the merchandising department, and put the program in operation.

Tie-in With Retailer Training

Because it is through the retailer training classes that the foundation for the merchandising program is laid with both the wholesaler and the retailers, training of the merchandising manager takes place after the retailer classes have been held locally under the wholesaler employer's sponsorship. The association of the candidate and his employer with the instructor in the conduct of the retailer training classes contributes to their understanding of the merchandising program, and settles many of the preliminaries incident to the training. Thus it is possible for the instructor to train the merchandising manager during an intensive 2-week period, following the close of the retailer training classes, or as soon as practicable thereafter.

Training of the merchandising manager is carried out within the facilities of the wholesaler employer, since establishment of the merchandising department involves fitting into the framework of the wholesale organization an entirely new function and one which may require organizational changes to facilitate effective conduct of the work.

Merchandising Phases Covered

Broadly speaking, the training of the merchandising manager involves instruction and practice in (1) development of information to assist the buying and selling departments of the wholesaler, (2) assistance to retailers in adopting improved handling and merchandising practices, and (3) exercise of leadership with retailers in a continuous program of fresh fruit and vegetable merchandising.

Dominant themes in the merchandising program are planned procurement, quality control, and timely promotional activity. As coordinator of merchandising for the wholesaler, the merchandising manager works with the sales force to arrive at retail sales potentials for the various commodities in each salesman's territory.

Influence on Produce Movement

The buyer in the wholesaler's organization then bases his procurement plans for each fruit and vegetable upon these sales potentials. Since the sales potentials are developed in cooperation with the people who will do the selling they become planned sales goals instead of a "lot of merchandise we happened to buy" and "have to get rid of."

The result of the quality control obtained through such a program is increased confidence by the salesman and his retailer customers in the merchandise supplied by the wholesaler. The salesmen know that when they can truthfully say "yes" to the retailer's question, "Is it good?" that the retailer will buy--and sell--more fresh fruits and vegetables. The salesmen therefore set sales goals high.

The merchandising manager follows through in the retail stores with effective handling, merchandising, and promotional assistance. Through bulletins and individual visits he gives retailers helpful hints for displaying and promoting weekly specials, and provides them with store banners, price cards, and other point of sale material.

He encourages retailers to promote each week at least one fresh fruit or vegetable, usually an item that is seasonal and, from the consumer viewpoint, priced right. He ties in his wholesale organization and the retail stores that he serves with national promotion programs for fresh fruits and vegetables.

Frequently, the merchandising manager helps retailers in planning store lay-out, in obtaining suitable display equipment, and in designing and obtaining efficient back room facilities for trimming, washing and preparing produce for display. Too, he reviews with them the principles taught in the retailer training classes regarding the handling and care of produce that make the retailer's job easier and simpler while giving customers better quality merchandise.

Merchandising Cooperation Means Better Grower Markets

In providing a vehicle for better retail merchandising, the wholesalers' merchandising departments contribute to a greater degree of cooperation among the various groups within the fresh fruit and vegetable industry. Producer groups are finding it easier to keep in contact with wholesalers and retailers and to secure more effective distribution of commodity information and point of sale material through these wholesaler merchandising departments.

Teamwork in fresh fruit and vegetable merchandising is resulting in improved understanding of each other's problems by the industry groups. It will help assure the grower an adequate market for his fresh produce, increase the volume of sales of wholesalers and retailers, and enable homemakers to enjoy the advantage of timely purchases of fresher merchandise at reasonable prices.

This continuous wholesaler merchandising service is proving to be a valuable adjunct to the 1-day training for clerks and other retail store personnel.

In the original retail personnel training, more than 27,000 retailers and their employees in 40 States, the District of Columbia, and the Territory of Hawaii have received instruction in improved merchandising and handling practices for fresh fruits and vegetables.



Typical improvement in the merchandising of fresh fruits and vegetables in a small independent grocery as the result of retailer training plus assistance by wholesaler's merchandising manager. Before (above) and after (below).

What Makes Tobacco Grades?

By Frank B. Wilkinson

In an outstanding cooperative effort, research laboratories of several agencies of the U. S. Department of Agriculture, certain State experiment stations, universities and colleges, and a number of private tobacco companies are making investigations to determine how the chemical composition and physical measurements of color and other characteristics of tobacco correlate with recognized Federal grades for the commodity.

Purpose of the broad study, probably the most comprehensive Federal, State, and private research job ever undertaken for an agricultural commodity, is to develop basic information which is needed relative to the different types and grades of tobacco. The Tobacco Branch, Production and Marketing Administration, USDA, is to serve as a clearing house for the project, collecting and distributing samples of tobacco to be tested, and receiving and distributing findings to the cooperating groups.

The chemical analyses and physical measurements are NOT being made with the idea of using laboratory techniques for the determination of tobacco grades. But the work will explore the possibilities of chemical analyses and physical tests as a basis for determining whether or not existing grades are adequate to serve the various purposes for which they have been established.

Research results may indicate the need for additional grades or the advisability of combining existing tobacco grades. At the same time it will be possible to determine just how the chemical composition and physical properties of tobaccos are related to their suitability for use in the manufacture of cigarettes, cigars, smoking mixtures, snuff, and other products. Such knowledge is of fundamental importance in establishing grades for the classification of the several types of tobaccos.

Plans for the cooperative research were initiated by PMA's Tobacco Branch in cooperation with the Bureau of Plant Industry, Soils, and Agricultural Engineering and the Eastern Regional Research Laboratory. The 17 other groups cooperating include research workers in experiment stations, colleges, universities, and private companies, which recognize the importance of securing the more basic and fundamental knowledge of the various types and grades of tobacco.

The cooperative research will first be conducted on certain grades representing cross-sections of the two largest domestic types, namely, Burley tobacco, Type 31, and Flue-cured tobacco, Type 11. No one laboratory will be asked to make a contribution which will materially interfere with its normal operations.

Marketing Briefs

(The program announcements summarized below are more completely covered in press releases which may be obtained on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. by citing the code number given at the end of each item.)

Cotton.--Cotton stocks held by the Commodity Credit Corporation will not be offered for sale during the period of heavy marketing of the 1952 cotton crop, it has been announced by Secretary of Agriculture Charles F. Brannan. CCC holds nearly 235,000 bales of pooled cotton from the 1951 crop and a few hundred bales of cotton from the 1948, 1949 and 1950 crops of which the 1948 cotton is owned outright and the other pooled. None of the stocks will be offered for sale in the months immediately ahead when producers are marketing the major portion of this year's crop. (USDA 2415-52)... Through November 7, 1952, CCC had made loans on 166,175 bales of 1952-crop cotton, of which repayment had been made on 144 bales. (USDA 2458-52)

Dairy.--Revised standards for grades of Swiss cheese have been proposed by USDA. They include changes published in the Federal Register of December 8, 1951 and others based on industry suggestions received after publication of the original proposed standards which deal with eye size, amount of rind damage and other minor changes. Interested parties have until December 13, 1952 to submit views and comments. (USDA 2441-52)

The following actions were taken on milk marketing orders during the past month: A Federal order has been issued to regulate marketing of milk in STARK COUNTY, Ohio, effective December 1, 1952. (USDA 2375-52) Later, USDA announced that William W. Hurwitz, employed since 1946 as chief auditor, office of the Cincinnati Federal Milk marketing order has been named administrator for the Stark County order. (USDA 2406-52). A Federal order also has been issued for CENTRAL WEST TEXAS (19 cities and towns having a total population of about 220,000). (USDA 2306-52) The new order will be administered by B. W. Bain, Dallas, Tex., who also will continue to administer the North Texas Federal milk marketing order. (USDA 2382-52). SAN ANTONIO, Tex., hearing held November 5 on Class I milk price increase. (USDA 2367-52). NASHVILLE, Tenn., temporary increase in Class I milk price announced for this fall and winter. (USDA 2349-52) MEMPHIS, Tenn., hearing to be held December 2 to consider extension of marketing area and other modifications of order. (USDA 2457-52). Hearing is to be held December 9 at City Hall, Rochester, Minn., to consider a proposal by producers for a milk marketing order for the NORTH CENTRAL TRI-STATE AREA (35 counties in contiguous parts of Iowa, Minnesota, and Wisconsin. (USDA 2433-52). SOUTH BEND-LA PORTE, Ind., increase in Class I milk price differentials approved effective November 1. (USDA 2388-52) CLEVELAND, Ohio, several changes in pricing provisions of order approved effective November 1. (USDA 2374-52). FORTH SMITH, Ark., temporary increase in Class I milk price differentials approved effective November 1. (USDA 2339-52). DETROIT, Mich., amendments to pricing methods and producer payment provisions of order approved effective November 1. (USDA 2308-52) PUGET SOUND, Wash., USDA has approved changes relating to producer pay-

ment plan, location adjustments in price, marketing area, and milk classification, subject to producer approval. (USDA 2479-52)

Fruits and Vegetables.--Establishment of U. S. Standards for grades of FROZEN MIXED VEGETABLES have been announced by USDA effective December 4, 1952. (USDA 2369-52)... Revised U.S. Standards for grades of CANNED GRAPEFRUIT (grapefruit sections) have been announced effective November 25, 1952. (USDA 2474-52)... Proposed revisions of U. S. Standards have been announced for CAULIFLOWER (USDA 2426-52) and for grades of CANNED CARROTS (USDA 2328-52)... Actions taken under marketing agreements during the month included: Marketing percentages have been established for 1952-crop RAISINS. (USDA 2436-52). Administrative Committee members and alternates have been named for the California-Arizona LEMON marketing agreement. (USDA 2361-52). A referendum to determine whether HOP growers in Oregon, California, Washington, and Idaho favor termination or continuation of the current marketing order program for that commodity was to be held November 17-26, 1952. (USDA 2439-52)

Grain.--Price support for 1953-crop SOYBEANS at a national average of \$2.56 per bushel, the same as this year, has been announced. (USDA 2273-52)... Through October 30, USDA had purchased 636,600 hundredweight of Grade 5 or better unpolished milled rice of various varieties for shipment overseas by the Army. (USDA 2366-52)... USDA increased the rice export allocation for the period August 1-December 31, 1952 by 2,420,055 one-hundred-pound bags (milled rice equivalent) to bring the total allotment to 9,700,055 bags. (USDA 2421-52)... Record quantities of 1952-crop WHEAT are going under price support for this time of the year. Through October 15, more than 312,000,000 bushels of this year's wheat was under price support as compared with 165,000,000 bushels of 1951 crop wheat at the end of October last year. A total of nearly 21,000,000 bushels of 1952-crop oats, barley, grain sorghums, corn, rye, soybeans, and flaxseed were under support through October 15, this year, as compared with 36,000,000 bushels under support through October 31, 1951. (USDA 2440-52) CCC has awarded a contract for adjustable steel louvers for installation on grain storage structures it owns in Iowa. (USDA 2346-52)... CCC has announced extension and enlargement of its program providing loans to farmers for the purchase of drying equipment for the conditioning of storable crops. Loans will be available for purchase of mobile air-circulators, ventilators, tunnels and fans. Previously loans were available only for mobile mechanical dryers. Maximum amount of loans may not exceed 75 percent of delivered and assembled cost of equipment, exclusive of farm labor costs. (USDA 2377-52)

Livestock.--A state of emergency arising from a sheep disease known as "scrapie," now existing in California, has been announced by Secretary of Agriculture Charles F. Brannan. The action will permit USDA to cooperate with State officials in eradicating the disease and make indemnity payments for diseased animals that must be destroyed. Details of the program will be announced when completed. (USDA 2392-52).

Poultry.--Through November 13, USDA had purchased 32,177,578 pounds of frozen ready-to-cook 1952-crop turkeys under a program to provide an outlet for temporary surpluses which are resulting in unfavorable prices

for producers. The turkeys are to be delivered to non-profit school lunch programs. (USDA 2484-52)

Sugar.--Proration of a deficit of 70,000 short tons, raw value, in the 1952 Hawaiian sugar quota to the mainland cane sugar area (8,486 tons) Puerto Rico (15,444 tons), Virgin Islands (102 tons), and Cuba (45,968 tons) has been announced. (USDA 2464-52)... A series of hearings on wage rates and prices for the 1953-crop of sugar beets have been scheduled to be held between December 1 and 10, in Detroit, Mich., St. Paul, Minn., Billings, Mont., Salt Lake City, Utah, and Greeley, Colo. The hearings are provided for under the Sugar Act of 1948. (USDA 2442-52)... USDA has announced an increase of 100,000 tons in the quantity of quota sugar that may be made available this year, bringing the total of sugar quotas for all domestic and foreign areas to 7,800,000 short tons, raw value. (USDA 2292-52)... Public hearing was held November 13 at USDA on sugar requirements for 1953, and to give interested persons opportunity to present data, views and arguments with respect to sugar requirements and the establishment of sugar quotas for the U. S. for 1953. (USDA 2263-52). Another hearing was held November 14 for producers, distributors and users of inedible molasses to discuss current and prospective supplies and demand and to review various activities in research, advertising, and services which are aimed at increasing use of feed molasses. (USDA 2275-52)

Tobacco.--Revision of Official Standard Grades for Burley tobacco have been announced by USDA effective November 28, 1952. They will apply to the 1952 crop. Marking the first major change in Burley grades in 16 years, the revision establishes six new grades for classification of tobacco not properly sorted and prepared for market, modifies grades for moderately mixed tobacco, and discontinues some grades which have had only a very limited application. Changes also have been made in grade specifications, definitions and rules so as to bring Burley grades up to date and in line with grades for other types more recently established. (USDA 2342-52)... Schedules of CCC loan rates by grades for 1952-crop Burley, fire-cured, dark air-cured, and Virginia sun-cured tobacco are available from Tobacco Branch, PMA, USDA, Washington 25, D.C. (USDA 2398-52)... Marketing quotas have been proclaimed and referendums scheduled for Virginia sun-cured tobacco (USDA 2417-52) and for Burley tobacco. (USDA 2417-52)

Wool.--Support prices for wool during 1953 will be at a National average of 90 percent of parity and the program in effect this year will be extended to next year's clip. The various closing dates for loans and purchases under the 1952 wool support program will be extended an additional three months to give producers reasonable time to place this year's production under the 1952 program. (USDA 2378-52)

* * * *

During the latter part of October this year a total of 11,364,000 people were working on U. S. farms, about 1,750,000 less than during the harvest peak a month earlier, according to the Bureau of Agricultural Economics. The decline in farm workers was 14 percent under the same period in September and 4 percent below a year ago.

ABOUT MARKETING

The following addresses and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Addresses:

Outlook for Flaxseed and Linseed Oil - 1953, a talk by George L. Prichard, Fats and Oils Branch, at Annual Meeting of the Flax Institute of the United States, Minneapolis, Minnesota, November 7, 1952. 8 pp. PMA (Processed)

Publications:

The Historical Development of the Market News Service of the United States Department of Agriculture. June 1952. 13 pp. PMA (Processed)

Potatoes (Summary of 1950 census data on acreage, production, and yield, by size of farms. October 1952. 57 pp. PMA (Processed)

Prepackaging Tomatoes (Marketing Research Report No. 20). October 1952. 58 pp. PMA (Printed)

The Fertilizer Situation for 1952-53. September 1952. 5 pp. plus tables. PMA (Processed)

Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits in September 1952. Oct. 1952. 5 pp. plus tables. PMA (Processed)

Distribution of U. S. Food, Cotton, and Tobacco, July 1, 1951 - June 30, 1952. October 1952. 18 pp. (Processed)

U. S. Standards for Grades of Frozen Mixed Vegetables (Effective December 5, 1952). October 1952. 11 pp. (Processed)

Consumer Buying Practices for Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits, Related to Family Characteristics, Region, and City Size, October 1951 - March 1952. Nov. 1952. 46 pp. (Processed)

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